

Brooke Van Baush - #9

November 25, 2014

Flow

Word Count: 452

1. The movie Flow, directed by Irena Salina, was released in 2008.
2. This film tries to prove that through our insistent water abuse, we are destroying the earth as well as pushing the human race towards extinction.
3. This film presents its arguments through a series of interviewers which provide disturbing facts and convincing commentary. The film takes the viewer on a worldwide tour of water related disasters which are the products of humans and their pollution.
4. One main sustainability problem is the economics of privatizing water as well as cultural where people are more likely to cover up the problem rather than fix it such as in Bolivia where they build concrete slabs over blood drenched water. Another problem is cultural – cultures in India are unable to complete proper funerals because of the corruption to their Ganges river.
5. One of the most persuasive parts of the film was when the film pointed out that many toxic human-made chemicals such as detergents, medicines, and cosmetics enter our water and continue to circulate through the water cycle.
6. The emotional appeal of the movie Flow mostly appeals to humanitarians. There aren't many examples which are used to urge first world citizens to make any type of change due to no noticeable change in our standard of living. They do attempt to make the argument more personal by showing how the privatization of water affects the flora and fauna, but this still is not as direct as the argument could be.
7. The film uses more emotion to make its points in this film as it shows many third world countries who are majorly suffering from the lack of fresh water. We are concerned about the earth becoming uninhabitable where it is already uninhabitable in some parts of the world. The also appeal to the emotions by showing how cultures are affected such as those affected by the Ganges river.
8. This film urges the viewers to take action towards treating water more properly and being aware of the toxins. The film wants people to be aware of the movement and the actions which can be taken in order to save the water supply of the world.
9. There aren't many references to water consumption. Many examples include toxics polluted into the water but not many were based around the water wasted in long showers or left on while brushing teeth.
10. The target audience is for people who consume water – so everyone. Not only should people be aware of their consumption and waste, but they should also be aware of the pollution and toxins they are putting into it.